

# Prospect + Ferris Redevelopment Plan

**Prepared by**

Topology

**For**

Westfield  
Town Council

**November 23, 2021**



# 1. Background + Context





# Why Redevelopment?

- Allows for specificity regarding building and site design beyond what is possible through traditional zoning.
  - *South Avenue RDP*
- Can promote public benefits above and beyond what is possible through traditional zoning.
  - *South Avenue RDP*
- Can accommodate unconventional land uses.
  - *Handler RDP*
- Allows for expanded control via use of Redevelopment Agreements
  - *Handler RDP, South Avenue RDP*

# Why Redevelopment?

- Allows for specificity regarding building and site design beyond what is possible through traditional zoning.
  - *South Avenue, Prospect + Ferris RDP*
- Can promote public benefits above and beyond what is possible through traditional zoning.
  - *South Avenue, Prospect + Ferris RDP*
- Can accommodate unconventional land uses.
  - *Handler, Prospect + Ferris RDP*
- Allows for expanded control via use of Redevelopment Agreements
  - *Handler, South Avenue, Prospect + Ferris RDP*
- Support historic preservation efforts
  - *Prospect + Ferris RDP*

# Redevelopment Plan Area



0 100 200 300 ft

Block: **2504**  
Lots: **12, 13, 14**  
Area: **.95 Acres**





**Existing Conditions**



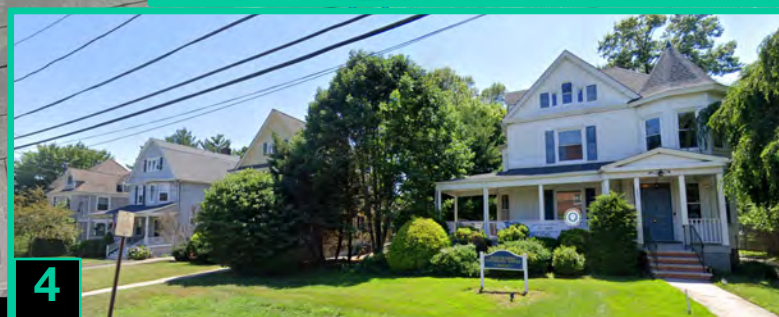




# Existing Conditions







# Neighborhood Context





NELSON PL.

LUDLOW PL.

CLARK ST.

FERRIS PL.

PROSPECT ST.

ELM ST.

E ROAD ST.

GIMNEY ST.

CENTRAL AVE.

LENOX AVE.

ELMER ST.

2020\_2504\_12

2020\_2504\_13

2020\_2504\_14

N. AVE. W. STATE HWY RT. 28

PLAZA

PLAZA

~7 min walk to train




Westfield Station

0 200 400 600 800 ft

# Neighborhood Context



# Regulatory History



**December 2019:** Master Plan Reexamination: “Block 2504, Lots 12, 13, and 14...should be looked at as an area for possible rezoning.”

**October 2020:** Townwide Area in Need of Rehabilitation designation.

**June 2021:** Master Plan Land Use + Circulation Element: “Consider use of...Local Redevelopment and Housing Law to encourage appropriate redevelopment of...B 2504, L 12-14.

**June/July 2021:** Preliminary project presentations by property owner.



# Potential Process



**November 23, 2021:** Potential introduction of Redevelopment Plan ordinance by Town Council.



**TBD:** Potential Planning Board consistency review.



**TBD:** Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



**TBD:** Potential consideration of Redevelopment Agreement.



**TBD:** Potential Site Plan application.



## 2. Plan Overview





# Plan Overview

- Use
  - Up to 64 residential units.
    - 15% affordable component for rental units
    - No three-bedroom units except as needed to satisfy affordable housing requirements.
  - Up to 1,000 SF of retail or cafe space to activate the Ferris Place/Prospect Street corner.
  - Conversion of Historic Structure into “Educational and Cultural Amenity”
- Key Building Standards
  - Maximum 4 stories, 50’
  - 1.5 parking spaces per residential unit



# Highlights

- Historic Preservation
- Architecture
- Sustainability
- Parking
- Mobility
- Site Design



# Historic Preservation

- Restoration of historic structure at 112 Ferris Place.
- Reuse as an **educational and cultural amenity**.
  - “A non-profit facility where elements of historic significance are preserved and presented for cultural and/or educational purposes.
  - Publicly accessible.
  - No private parties/special events.
- **Protection Plan** and **Reuse Plan** required with RDA.
  - Restoration in accordance with Town’s historic design guidelines.





# Architecture



**Key Architectural Feature:** Control over materials.



# Architecture



**Key Architectural Feature:** Active corner at Ferris/Prospect with massing tapering away.

# Architecture



**Key Architectural Feature:** Direct entry residential units along Prospect Street.



# Architecture



**Key Architectural Feature:** Building articulation to prevent a long and monotonous façade.



# Architecture



**Key Architectural Feature:** Contextual building elements and features complementary to surrounding area and Westfield generally.



# Sustainability

- Green roof of at least 8,000 SF required (~19% of site).
- Bike parking required at 1 space per unit.
- Electric vehicle charging required.
- Additional sustainability measures encouraged in accordance with Town's Green Development Checklist.



# Parking

*Conceptual building section showing location of parking.*

Source: MHS



- Plan requires 1.5 spaces of below grade parking per residential unit.
- Entrance to parking along Ferris Place.
- Redeveloper to seek creation of loading/drop-off zone on north side of Ferris Place.

# Mobility

- Any RDA shall include a Traffic Impact Study that analyzes:
  - Ferris Place/Prospect Street
  - Ferris Place/Clark Street
  - Prospect Street/E Broad Street
- Streetscape improvements required in accordance with MP recommendations for “Downtown Edge Street.”
- Pedestrian bumpout envisioned for corner of Ferris/Prospect.



*Intersections to be analyzed in Traffic Impact Study.*



# Site Design

- Standards for landscaping, lighting, utilities, and buffering with adjacent properties.
- Outdoor amenity space in rear of building and roof deck are permitted with corresponding standards governing design and operations.



Source: MHS

*Conceptual site plan*



# 3. Next Steps





# Potential Next Steps



**November 23, 2021:** Potential introduction of Redevelopment Plan ordinance by Town Council.



**December 6, 2021:** Potential Planning Board consistency review.



**December 7, 2021:** Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



**TBD:** Potential consideration of Redevelopment Agreement.



**TBD:** Potential Site Plan application.

An architectural rendering of a multi-story brick building with a street scene. The building features a prominent corner section with a gabled roof and a series of windows. The street in front has a crosswalk, a blue SUV, and several pedestrians. The sky is clear and blue.

**Thanks for listening!**

**Questions / Comments?**